

2021 SPONSORSHIP AND EXHIBITING OPPORTUNITIES



Microsoft 365
COLLABORATION
CONFERENCE

Microsoft Teams
Microsoft SharePoint
Microsoft Power Platform

Featuring a brand new track dedicated to **Microsoft Viva**



DEC 7–9, 2021
MGM Grand
Las Vegas, NV

This event is co-produced by Microsoft and Microsoft 365 Conferences, featuring a Microsoft Viva track.



JEFF TEPER
Corporate Vice President –
Microsoft Teams,
Microsoft SharePoint,
Microsoft OneDrive, Microsoft



KARUANA GATIMU
Principle Manager,
Customer Advocacy Group,
Microsoft



CHARLES LAMANNA
Corporate Vice President, Low
Code Application Platform,
Microsoft



DAN HOLME
Director of Product
Marketing for SharePoint,
Microsoft



CHUCK FRIEDMAN
Corporate Vice President,
Employee Experience Suite,
Microsoft

Microsoft 365 Collaboration Conference is packed with workshops, sessions, and keynotes covering SharePoint, Microsoft Teams, Power Platform, and now, Microsoft Viva.

We are so excited to return to Las Vegas with Microsoft to co-produce the largest in-person Microsoft 365 event!

The conference will focus on the latest innovations as well as best practices, tips and tricks. The conference will feature a broad curation of content for Microsoft Teams, SharePoint, OneDrive, Yammer, Microsoft Stream, SharePoint Syntex, Power Platform, Azure and Microsoft Viva.

This event is where business leaders, IT pros, developers, and consultants come together to connect with their community and discover the best solutions for their business needs.

Join us in Las Vegas the week of December 7–9, 2021, to learn how the right technology can drive organizational effectiveness and increase communications for better employee engagement.

With the pandemic, companies large and small who never used Teams are now depending on it daily. People are eager to get back together “in-person” with a sense of normality. You won’t want to miss this exciting opportunity to be there and connect to your community and customers.

Did we mention the Viva After-Hours Party? Four partners can take advantage of sponsoring what will be a highlight of the event. Keep your brands in the spotlight!

Please contact Jackie Baillie at [949-226-2313](tel:949-226-2313) or Jackie@M365Conf.com for exhibit and sponsorship opportunities.

Extend Your Reach

Sponsorships provide extensive visibility throughout this distinctive event, including signage, digital displays, speaking opportunities, conference guide exposure, exclusive lanyard, t-shirt, bag and swag sponsorships, and even exclusive event party sponsorships. Extend your reach through select sponsorship packages with add-ons through email marketing

campaigns, online visibility, and online announcements. Have you imagined a truly unique sponsorship experience or opportunity? Let us know, we'd love to collaborate. We want to make this event like no other Microsoft 365 event. Let's connect to create a 'one of a kind' sponsorship experience.

Exhibit Package

\$6,900

- 10' x 10' exhibit space with pipe and drape
- 6' table with two chairs
- 1 x 500-watt power drop
- Two exhibit-*only* staff passes and one full conference pass (additional passes may be purchased at a discounted rate of \$1,200 for full conference *for employees only* and \$500 for exhibit staff)
- Logo and 50-word company description listed on conference website and show guide (if signed by production date – TBD)

Silver Sponsorship Opportunity

\$15,400

- 10' x 20' exhibit space with pipe and drape, premier sponsor location
- 6' table with two chairs
- 2 x 500-watt power drop
- Three exhibit-*only* staff passes and one full conference pass (additional passes may be purchased at a discounted rate of \$1,200 for full conference *for employees only* and \$500 for exhibit staff)
- Logo and 100-word company description listed on conference website and show guide (if signed by production date – TBD)
- Attendee bag insert (not limited to an 8.5" x 11" single sheet, or flash drive)
- Half-page color ad in show guide
- Sponsor logo on sponsor signage

Gold Sponsorship Opportunity

\$27,500

- 10' x 20' exhibit space with pipe and drape, premier sponsor location
- 6' table with two chairs
- 2 x 500-watt power drops
- Three exhibit-*only* staff passes and two full conference passes (additional passes may be purchased at a discounted rate of \$1,200 for full conference *for employees only* and \$500 for exhibit staff)
- Logo and 150-word company description listed on conference website and show guide (if signed by production date – TBD)
- Attendee bag insert (not limited to an 8.5" x 11" single sheet, or a flash drive)
- One-page color ad in show guide
- Logo on table tent cards (set out during one attendee lunch day – date TBD)
- Sponsor logo on sponsor signage
- One-hour technical speaking session (content must be technical and will compete with other sessions)
- Sponsor name on attendee bag (if signed by production date)
- Two lead retrieval units
- 1 Free Press Release/Announcement posted on the Microsoft 365 Collaboration Conference site
- Included Logo and 50 word text in pre, mid, and post-show mailer to 40K focused Microsoft 365 names

Platinum Sponsorship Opportunity

\$39,500

- Hotel Room Drop – Sponsor will provide marketing piece to be delivered to each attendee room at conference hotel
- 10' x 20' exhibit space with pipe and drape, premier sponsor location
- 6' table with two chairs
- 4 x 500-watt power drop
- Five exhibit-*only* staff passes and four full conference passes (additional passes may be purchased at a discounted rate of \$1,200 for full conference *for employees only* and \$500 for exhibit staff)
- Logo and 200-word company description listed on conference website and show guide (if signed by production date – TBD)
- Attendee bag insert (not limited to an 8.5"x11" single sheet, or flash drive)
- Two-page color ad in show guide
- Sponsor logo on Sponsor signage
- Opening Reception Sponsor - Includes logo on signage
- One-hour technical speaking session (content must be technical and will compete with other sessions)
- One-hour vendor speaking session (content may be technical or marketing)
- Sponsor name on attendee bag (if signed by production date)
- Two lead retrieval units
- 2 Free Press Release/Announcement posted on the Microsoft 365 Collaboration Conference site
- Included Logo, 50 word text, and link in pre, mid, and post-show mailer to 40K focused Microsoft 365 names

Turnkey Exhibit Upgrade

\$3,500

- Two 2' x 8' custom meter boards with choice of company graphics
- 55" flat screen monitor
- One lead retrieval unit

Gold & Platinum Sponsor Only Upgrade

\$10,000

- Upgrade to a 20' x 20' booth

Please contact Jackie Baillie at [949-226-2313](tel:949-226-2313) or Jackie@M365Conf.com for exhibit and sponsorship opportunities.

DIAMOND SPONSORSHIP OPPORTUNITY

\$65,000

Premier Event Party Sponsor

Diamond sponsorship includes all the benefits of the Platinum level

Extend your reach through select sponsorship packages including custom email marketing campaigns, online visibility, and mobile announcements.

Have you imagined a truly unique sponsorship experience or opportunity? Let us know, we'd love to collaborate. We want to make this event like no other Microsoft 365 event. Let's connect to create a one of a kind sponsorship experience.

LIMITED TO 4 SPONSORS ONLY



PROMOTIONAL MARKETING OPPORTUNITIES

T-SHIRT SPONSORSHIP \$10,000 One Exclusive Opportunity

Great Opportunity to Brand your company through attendee visibility. Sponsorship includes customized logo on attendee t-shirts given to attendees when registering.

MORNING SNACKS \$15,000 (CHOOSE YOUR DAY, ONE SPONSORSHIP PER DAY) Exclusive Opportunity

Your name on signage at snack table and on napkins

AFTERNOON SNACKS (PER DAY) \$15,000 (CHOOSE YOUR DAY, ONE SPONSORSHIP PER DAY) Exclusive Opportunity

Your name on signage at snack table and on napkins

CHARGING STATION \$10,000 One Exclusive Opportunity

What an amazing way to keep your brand in front of attendees. Show management will produce an imprint of your logo or image on the charging station signage. When they are running out of power, here you come to the rescue!

PM CUPCAKE & BROWNIE BAR \$10,000 One Exclusive Opportunity

PHOTO BOOTH \$10,000 One Exclusive Opportunity

What an amazing way to keep your brand in front of attendees. Show management will produce an imprint of your logo or image on the photo backdrop.

LANYARDS \$8,000 Exclusive Opportunity

Your logo will be prominently displayed on all attendee lanyards. Show management will produce lanyard with up to a 4-color logo.

KEYNOTE SEAT DROP \$3,000 Two Opportunities Available

Sponsor may provide a single 8.5" x 11" marketing sheet that will be dropped on the seat of each attendee for one specified keynote.

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EXHIBIT/SPONSOR CONTRACT

Microsoft 365 Collaboration Conference December 7–9, 2021

MGM Grand Las Vegas, NV

I'D LIKE TO REGISTER TO EXHIBIT:

- \$6,900 \$3,500 Turnkey Upgrade

Please return completed contract to jackie@m365conf.com to reserve booth space.

I'D LIKE TO REGISTER TO SPONSOR:

- Silver \$15,400 Gold \$27,500
 Platinum \$39,500 Diamond \$65,000

Please contact **Jackie Baillie** at **949-226-2313** or jackie@m365conf.com for sponsor contracts.

COMPANY INFORMATION: (PLEASE PRINT IN CAPS OR TYPE)

Company Name _____

Company Address _____

Contact Name _____

Street _____

City _____ State _____ Zip _____

Email _____

Cell _____

CANCELLATION POLICY:

You may transfer your sponsorship or expo booth purchase to the next event if you notify us 60 days in advance. You may not cancel; our suppliers will only move our monies forward. If the event has to be moved due to the pandemic in 2021, or act of God beyond our control, we will automatically re-schedule and transfer your sponsorship to the week of April 4, 2022.

BY SIGNING THIS AGREEMENT, I HAVE READ AND AGREE WITH THE CANCELLATION POLICY.

Name _____ Date _____

PAYMENT:

- Check payable to Microsoft Collaboration Conference
(Due no later than 30 days from signed contract and must be paid in full before first day of show)

- Credit Card

- VISA MASTER CARD AMEX DISCOVER

Name on Card _____

PLEASE PRINT

Card # _____ Exp _____ CSV _____

Card Holder Signature _____

REMIT TO PAYMENT ADDRESS:

Microsoft 365 Collaboration Conference 37 Highridge Road Middlebury CT. 06762

By returning this completed contract, you have read and agreed with following
Microsoft 365 Collaboration Conference rules and regulations.



Microsoft 365 COLLABORATION CONFERENCE

Microsoft Teams
Microsoft SharePoint
Microsoft Power Platform

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MICROSOFT 365 COLLABORATION CONFERENCE RULES AND REGULATIONS

BOOTH APPEARANCE

All exposed parts, including the back, of constructed displays must be finished to present an attractive appearance when viewed from the aisles or adjoining booths. Exhibitors using portable booths, such as pop-ups, will be required to provide side masking drape, at their own expense, if the finished display exposes an unfinished wall, electrical, etc.

BOOTH HEIGHT RESTRICTIONS

In-line booths:

- Back wall height may not exceed 8'
- Front 4' of the booth (sightline) may not exceed 4'

Booths that do not follow the regulations may be altered on-site at the exhibitor's expense.

BOOTH STAFFING

All vendors must have a minimum of one staff member at the booth for the duration of the official show hours. Please plan on having one staff member at your booth a minimum of 15 minutes prior to published show hours. You will need to coordinate relief staff for lunch and breaks so it is recommended that you bring at least two people to staff your booth. Under no circumstances should your booth be left unattended during open Exhibit Hall hours.

DISPLAY MATERIALS, GIVEAWAYS & PRESENTATIONS

All display materials must fit within the space allocated for your booth. This includes all presentation and demonstrations. No signs, literature, equipment, furniture or promotional items may be placed, distributed or posted outside the parameters of your booth space. If presentations to a group are planned, there must be adequate space provided within the booth to accommodate the audience, keeping aisle space free.

The audio volume of presentations must be kept at a level that will not interfere with or encroach on surrounding booths. Show Management reserves the right to control the volume coming from each booth.

Show Management will cease any activity by any Exhibitor that is considered objectionable for any reason, which may detract from the general character of the event or impacts other Exhibitors.

Due to tight security regulations, any giveaways that would be considered a potentially dangerous item will not be allowed on the Expo Hall floor. Examples include pocket knives, box knives, dart guns, laser pointers, etc. Please plan giveaways accordingly.

INSURANCE

Microsoft 365 Collaboration Conference does not provide insurance for the exhibit hall. Each exhibitor is liable for the following: the space

the company occupies, visitors, theft and fire. Any kind of loss must be covered by the exhibitors' own insurance. This includes any equipment owned by an exhibitor and any equipment leased or rented by an exhibitor. Exhibiting companies are not required to submit proof of insurance to show management, but must be able to produce it if asked.

FOOD AND BEVERAGE IN EXPO HALL

Exhibitors may not dispense food and/or beverages of any kind, including bottled water, without written permission from Show Management.

PROMOTION

As an exhibitor/sponsor, you agree to promote this event to your customers via your website, newsletter, social media, etc.

EQUIPMENT

You will be responsible for your own computer equipment. This includes securing it, shipping it to the show, setting it up (hardware and software set-up), and dismantling/packing/shipping at the close of the show. All computer equipment (CPUs, printers, monitors, etc.) will be provided by the exhibitor at their own expense and responsibility. Technicians will not be available for assistance unless you order technical support. Please be sure to bring backup disks and software.

PRIVACY

Exhibitor will have a privacy policy in place governing its use of conference attendees' personally identifiable information that meets or exceeds all applicable laws, rules or regulations governing the use of such information. Exhibitor shall post its privacy policy in their booth in a manner that makes the privacy policy conspicuous and readily accessible to attendees if personally identifiable information is actually collected.

For the purpose of this section, "personally identifiable information" means any information (i) that identifies or can be used to identify, contact or locate the person to whom such information pertains or (ii) from which identification or contact information of an individual person can be derived. Personally identifiable information includes, but is not limited to: name, address, phone number, fax number, email address, social security number or other government-issued identifier, and credit card information.

ATTENDEE PROMOTIONS

Exhibitors and Sponsors are not eligible for special attendee promotions including (but not limited to): free hotel nights, hotel gift certificates and registration giveaways.

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